

**Retailer**

**Outcome Journal**

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| Date of journal (DD/MM/YYYY): | / / |
| Name project officer: | Amosse |
| Retailer name: |  |

***INSTRUCTIONS****: The aim of this outcome journal is to monitor changes of the retailer. These changes are your observations. Hence, this tool should be used as guidance to structure your observations. DO NOT use the tool as interview questions. Instead, fill in for each question (change) below if you observed the change over the last month. In case you don’t know, you can ask the retailer about his/her activities of that month.*

Did the following changes occur since your last journal entry? (*Use code)*

*If YES, continue with follow-up questions on the next page.*

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| **Change** | NO = 0; YES=1 |
| 1. Did the retailer exchange information related to goat production and marketing with paravets since your last journal entry? (G2) |  |
| 1. Did the retailer seek any feedback from the paravets about his/her services since your last journal entry? (G3) |  |
| 1. Did the retailer engage in any new service since your last journal entry? (A1) |  |
| 1. Did women become involved in any kind of service provision since your last journal entry? (A3) |  |
| 1. Did any other change of the retailer occur since your last journal entry? |  |

**Follow-up questions**

***INSTRUCTIONS****: The aim of this outcome journal is to monitor changes of the retailer on the basis of your observations. Please write down in your own words what you observed, saw or heard. Use the questions below as guidance, but DO NOT use them as formal interview questions to the retailer, but you can ask the retailer for additional explanation if you don’t know. Write down all information that you think is relevant, even though it might not be explicitly asked in the guidance-questions.*

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| 1. Information exchange  * What information was exchanged? * With whom was information exchanged? * Why was information exchanged? * Who took the initiative to exchange information? (retailer, paravet, etc.) * When was it exchanged? * How was it exchanged? (e.g. cell phone, meeting in person) |
| Description of the change: |
| 1. Feedback about service quality  * Who gave the feedback? * What was the feedback about? * Was the feedback positive or negative? (explain) |
| Description of the change: |

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| 1. New service  * What new service did the retailer engage in? * Why did the retailer engage in this new service? * How did the retailer set up the new service? |
| Description of the change: |
| 1. Women  * In what service provision did the women involve? * How did they get into the service provision? * Why did they get into the service provision? |
| Description of the change: |
| 1. Other change  * What was the change? *(please describe)* |
| Description of the change: |